

ASI 8363



THE NESOR LINE



THE NESOR LINE



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NESOR #33
"Color-Etched"
SNAP-A-PART
KEY CHAIN



The "Nesor Snap-A-Part Key Chain" answers the problem of how to do two things at the same time. Now you can easily separate car, home or office keys without the bother of turning off the car or locking doors when you will only be gone for minutes. Everyone will appreciate a gift of the "Snap-A-Part Key Chain," and your sales will increase as satisfied customers think of you in association with the key chain. Your advertising message is distinctively etched in attention-getting colors on a silver or brass-colored background. **NO ART OR DIE CHARGES** on the "Nesor Key Chain." Size: $5\frac{1}{4}" \times 1\frac{1}{4}"$.

Normal production time: 10 weeks
 Less than minimum: \$6.00 set-up charge
 Shipping weight: 12 lbs. per carton of 150.
 Split destination shipments: No extra charge
 Individual item shipments: \$.15 each
 F. O. B. point: Warehouse in New York

Type of imprinting: Etching with color fill
 Colors of imprinting: Any standard color
 Normal copy limit: 3 lines; $\frac{1}{2}" \times \frac{1}{2}"$ area
 Extra lines: Not available
 Copy changes: \$6.00 each
 Proofs:

On sample of order \$3.

Personalization: Not available

Normal packaging: In individual gift boxes with cut-out back for inserting key chain
 Special packaging: Not available

(3R)

ADVERTISERS' NET PRICES	150-499	500-999	1000-Up
No. 8363-N33	.65	.60	.55

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NESOR #500 "Color-Etched" LIGHTER

Today the trend is to slimness, and the "Nesor Etched Lighter" is as modern as today. Slim, compact shape allows the lighter to be easily carried in the pocket without unsightly bulges. The dependable top-action lighter gives a bright flame at the flick of the finger. Your customers will really appreciate this attractive and functional lighter. And every time they use it, you'll be getting valuable advertising exposure. Your advertising message, imprinted in 4 gorgeous colors on a silver, brass or colored background, will really stand out — and there are NO ART OR DIE CHARGES for the "Nesor Lighter!"

Size: 1 3/4" x 2 1/4" x 3/8"

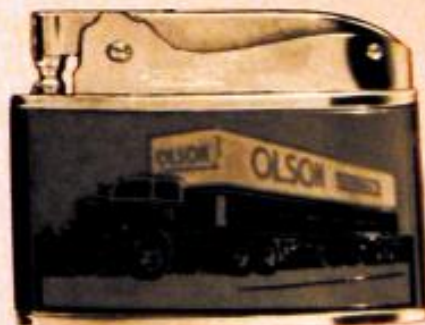
Normal production time: 10 weeks
Less than minimum: \$6.00 set-up charge
Shipping weight: 12 lbs. per carton of 100.
Split destination shipments: No extra charge
Individual item shipments: \$.15 each
F. O. B. point: Warehouse in New York

Personalization: Not available

Normal packaging: In individual cardboard boxes

Special packaging: Gift boxes with flint wheel, \$.15 each

Type of imprinting: Etching with color fill
Colors of imprinting: Any 4 standard colors
Normal copy limit: On both sides: 1 1/2" x 2" area
Extra lines: No extra charge
Copy changes: \$.60 each
Proofs: On sample of order \$3.00
Additional information: Prices include imprinting on both sides of lighter in up to 4 colors.



(3R)

ADVERTISERS' NET PRICES	100-499	500-999	1000-Up
No. 8363-N500	.95	.90	.85

NESOR LIGHTERS ARE LIFETIME GUARANTEED

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NESOR #150 *"Color-Etched"* MONEY CLIP



A triple treat — a pocket knife, a nail file and a money clip. That's exactly what the "Nesor Money Clip" is, because it performs so many jobs, and performs them well. It's all-steel, with case-hardened blades and a spring-

steel clip. For permanent advertising value, your imprint in as many as 4 colors is etched on a durable plate inset that will last indefinitely. Any copy you like can be reproduced; NO ART OR DIE CHARGES. Size: 2" x 1 1/8".



Normal production time: 3-8 weeks
Less than minimum: \$6.00 set-up charge
Shipping weight: 10 lbs. per carton of 100.
Split destination shipments: No extra charge
Individual item shipments: \$1.15 each
P. O. & point: Warehouse in New York

Personalization: Not available
Normal packaging: In individual gift boxes

Type of imprinting: Etching with color fill
Colors of imprinting: Any standard colors
Normal copy limit: 1" x 1 1/2" area
Extra lines: Not available
Copy charges: \$6.00 each
Proofs: On sample of order \$3.00
Additional information: Prices include imprinting in up to 4 standard colors.
Special packaging: Mailing containers, \$.10 each

ADVERTISERS' NET PRICES	100-499	500-999	1000-Up	(3R)
No. 8363-NESOR	.75	.90	.85	

NESOR #600 *"Color-Etched"* STAPLER



Help customers keep their business and personal papers in order, and win their gratitude, with the "Nesor Etched Stapler." This all-metal stapler with a molded plastic finger pressure knob is a desk device that's been streamlined down in size so that it's easily portable — in pocket, purse or attache case — a perfect gift for home or office. The "Nesor Etched Stapler" can

also be used flat, staple gun style, for tacking boards and walls... takes standard-make staples. Individually gift boxed with a 400-staple supply. Best of all, it carries your advertising imprint wherever it goes, permanently etched and in as many as four brilliant colors, with NO ART OR DIE CHARGES of any kind.

Size: 3 1/2" x 1 1/2" x 1 1/2"

Normal production time: 5-7 weeks
Less than minimum: \$6.00 set-up charge
Shipping weight: 20 lbs. per carton of 100.
Split destination shipments: No extra charge
Individual item shipments: \$1.15 each
P. O. & point: Warehouse in New York

Personalization: Not available

Type of imprinting: Etching with color fill
Colors of imprinting: Any 4 standard colors
Normal copy limit: 2 1/2" x 1 1/2" area
Extra lines: Not available
Copy charges: \$6.00 each
Proofs: On sample of order \$3.00
Normal packaging: In individual boxes
Special packaging: Gift boxes, \$.10 each

ADVERTISERS' NET PRICES	100-499	500-999	1000-Up	(3R)
No. 8363-N600	.75	.90	.85	



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NESOR #100 *"Color-Etched"* SENIOR WINDPROOF LIGHTER

Smokers know how difficult it is to get a light in a stiff breeze, and appreciate a way to guarantee a sure light. The "Nesor Senior Windproof Lighter" is that way. Since most smokers smoke at least a pack a day, you'll get wide exposure

for your advertising, with your brilliant ad in 4 colors on both sides of these attractive lighters. They're regular size, with a gleaming chrome finish, and a reliable wind screen feature. **NO ART OR DIE CHARGES** on the "Nesor Lighters".

Size: 2 1/4" x 1 1/2"

Normal production time: 5-8 weeks
Less than minimum: \$6.00 set-up charge
Shipping weight: 15 lbs. per carton of 100
Split destination shipments: No extra charge
Individual item shipments: \$.15 each
F. O. B. point: Warehouse in New York

Personalization: \$.50

Additional information: Prices include imprinting on both sides of lighter in up to 4 colors.

ADVERTISERS' NET PRICES	100-499	500-999	1000-Up	(3R)
No. 8363-H100	.95	.90	.85	

Type of imprinting: Etching with color fill
Colors of imprinting: Any standard colors
Normal copy limit: 18" x 6" area
Extra lines: Not available
Copy charges: \$6.00 each
Proofs: On sample of order \$2.00
Normal packaging: In individual cardboard boxes
Special packaging: Gift boxes, \$.10 each



NESOR #18 *"Color-Etched"* ARISTOCRAT LIGHTER

Today the trend is to slimmer, and the "Nesor Aristocrat Lighter" is as modern as today. Its slim compact shape allows the lighter to be easily carried in the pocket without unsightly bulges. This dependable lighter gives you a

bright flame at the flick of the finger. Your advertising message, imprinted in 4 gorgeous colors on a silver or colored background. There are **NO ART OR DIE CHARGES** with the "Nesor Lighters".

Normal production time: 5-7 weeks
Less than minimum: \$6.00 set-up charge
Shipping weight: 12 lbs. per carton of 100
Split destination shipments: No extra charge
Individual item shipments: \$.15 each
F. O. B. point: Warehouse in New York

Personalization: Not available

Additional information: Prices include imprinting on one side of lighter in up to 4 colors, both sides available.

ADVERTISERS' NET PRICES	100-499	500-999	1000-Up	(3R)
No. 8363-N18	.95	.90	.85	
No. 8363-N18 with extra imprint on reverse side	1.05	1.00	.95	

Type of imprinting: Etching with color fill
Colors of imprinting: Any 4 standard colors
Normal copy limit: On both sides: 16" x 2" area
Extra lines: No extra charge
Copy charges: \$6.00 each
Proofs: On sample of order \$2.00

Normal packaging: In individual cardboard boxes
Special packaging: Gift boxes with fine wheel, \$.15 each



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NESOR "Engraved" WINDPROOF LIGHTER



World's most wanted, handsomely burnished windproof lighters, engraved to your specifications.

(SEE ORDER INFORMATION BELOW)

NESOR "Engraved" MONEY CLIP



Money clips serve with three distinct features, performing as a knife, fingernail file, money clip. Always a wonderfully useful gift.

(SEE ORDER INFORMATION BELOW)

NESOR #118 "Engraved" LIGHTER



Handsomely engraved, the #118 lighter makes for a truly smart, slim, distinctive gift.

(SEE ORDER INFORMATION BELOW)

ORDER INFORMATION (ABOVE ENGRAVED ITEMS)

Normal production time: 10 weeks
 Less than minimum: Not available
 Shipping weight: Varies.
 Split destination shipments: No extra charge
 Individual item shipments: \$.15 each
 F. O. B. point: Warehouse in New York
 Personalization: \$.50
 Additional information: No die or art charges

Type of imprinting: Engraving 3 lines. Emblems or trademarks count as 2 lines.
 Colors of imprinting: Any, standard colors
 Normal copy limit: 1 1/2" x 2" area
 Extra lines: \$.05 per line
 Copy charges: \$6.00 each
 Proofs: On sample of order \$3.00
 Normal packaging: In individual cardboard boxes
 Special packaging: Gift boxes, \$.10 each

120-499	500-999	1000-Up
1.35	1.30	1.25

(3R)

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Senior

Junior

Slim

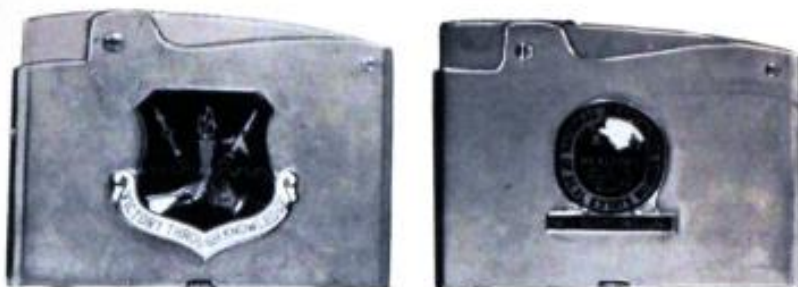
Cloisonne is one of the finest ways to reproduce and highlight a company emblem, trademark, or insignia. In full color, any shape can be reproduced. Engraving can also be added to further enhance.

(SEE ORDER INFORMATION BELOW)



A cloisonne money clip can be a handsome, distinctive gift. Remember, engraving can be added.

(SEE ORDER INFORMATION BELOW)



Beautiful, distinctive, a handsome sales tool with an unforgettable cloisonne emblem. Also available with engraving.

(SEE ORDER INFORMATION BELOW)

ORDER INFORMATION (ABOVE CLOISONNE ITEMS)

Normal production time: 10 weeks
 Less than minimum: Not available
 Shipping weight: Varies.
 Split destination shipments: No extra charge
 Individual item shipments: \$.15 each
 F. O. B. point: Warehouse in New York

Personalization: \$.50

Additional information: No die or art charges

Type of imprinting: Cloisonne
 Colors of imprinting: Any 4 standard colors
 Normal copy limit: 1" area
 Extra lines: Engraving \$.05 per line
 Copy changes: \$.60 each
 Proofs: On sample of order \$3.00
 Normal packaging: In individual cardboard boxes
 Special packaging: Gift boxes, \$.10 each

120-499	500-999	1000-Up
1.35	1.30	1.25

(3R)

NESOR "Cloisonne"
WINDPROOF
LIGHTER

NESOR
"Cloisonne"
MONEY CLIP

NESOR #218
"Cloisonne"
LIGHTER

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NESOR #3000 "Hi-Fi" Musical LIGHTER



Normal production time: Imprinted, 12 weeks
Not imprinted, 1 week
Less than minimum: Quotation upon request
Shipping weight: 30 lbs. per carton of 100.
Split destination shipments: No extra charge
Individual item shipments: \$.25 each
F. O. B. point: Warehouse in New York
Personalization: Engraved, \$.60 per name

Additional information: For reproduction of special jingles, add \$10.00 set-up charge. No extra charge for assorted stock jingles. Prices include die and art charges.

ADVERTISERS' NET PRICES	50-499	500-999	1000-Up
No. 8363-N3000	5.85	5.45	5.30
No. 8363-N3000 (Without imprint)	5.30	5.30	5.30

Type of imprinting: Baked enamel finish
Colors of imprinting: Any standard colors
Normal copy limit: 1½" x 1½" area
Extra lines: No extra charge
Copy changes: \$.60 each
Proofs: On sample of order, \$.60
Normal packaging: In individual gift boxes
Special packaging: Quotation upon request

Size: 2½" x 1½"

NESOR #750 "Color-Etched" TABLE LIGHTER



Here is a deluxe table lighter that is truly new and distinctive — a stately gift that will be a handsome addition to an executive's desk or home. It's so easy for your customer to call you after he has become accustomed to reaching for

the lighter with your name displayed on it. This is really soft sell — but effective sell. Your personalized message is very attractively presented and completely encompasses the full body of this beautifully finished lighter. Size: 2½" x 2½"

Normal production time: Imprinted, 5 weeks.
Not imprinted, 2-4 days
Less than minimum: Quotation upon request
Shipping weight: ½ lb. per piece.
Split destination shipments: No extra charge
Individual item shipments: \$.25 each
F. O. B. point: Warehouse in New York
Personalization: Engraved, \$.35 per name
Additional information: Prices include die and art charges.

Type of imprinting: Etching with color fill
Colors of imprinting: Any standard color
Normal copy limit: On both sides: 1½" x 2" area
Extra lines: No extra charge
Copy changes: \$.60 each
Proofs: On sample of order \$3.00
Normal packaging: In individual gift boxes
Special packaging: Quotation upon request

ADVERTISERS' NET PRICES	25-99	100-299	300-499	500-999	1000-Up
No. 8363-N7508	3.25	2.90	2.70	2.50	2.30

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(5R)

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NESOR "Venus" LIGHTER

Handsome square slide-push lighter available in chromed satin or gold finish with engraving or cloisonne.

(SEE ORDER INFORMATION BELOW)

NESOR "Harp" LIGHTER

Beautiful new harp shape design in chromed satin or gold finish with engraving or cloisonne.

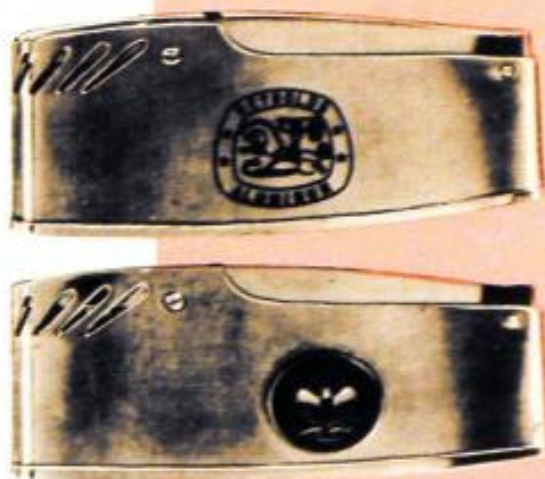
(SEE ORDER INFORMATION BELOW)



NESOR "Imperial" LIGHTER

Executive lighter can be used for both desk and pocket. Available in chromed satin or gold finish with engraving or cloisonne.

(SEE ORDER INFORMATION BELOW)



ORDER INFORMATION (ABOVE ITEMS)

Normal production time: 10 weeks
Not imprinted, 1 week

Less than minimum: \$6.00 set-up charge

Shipping weight: Varies

Split destination shipments: No extra charge

Individual item shipments: \$1.15 each

P. O. & point: Warehouse in New York

Personalization: \$.50

Additional information: No die or art charges

Type of imprinting: Engraving 3 lines. Emblems or trademarks count as 2 lines.

Colors of imprinting: Engraving } Any standard colors
Cloisonne }

Normal copy limit: 1 1/2" x 1/2" area

Extra lines: Engraving \$.05 per line

Copy charges: \$6.00 each

Proofs: On sample of order \$3.00

Normal packaging: In individual boxes

Special packaging: Gift boxes, \$.10 each

	100-499	500-999	1000-Up
VENUS	1.80	1.70	1.60
HARP	2.15	2.05	1.95
IMPERIAL	1.70	1.70	1.45

(3R)

(Without engraving or cloisonne, use 1000-up price)

**NESOR LIGHTERS ARE
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NESOR "Convertible" DESK & POCKET LIGHTER



Designed for around-the-clock use, this executive lighter is beautifully color-etched in full color on both sides of lighter.

Normal production time: 5-7 weeks

Less than minimum: \$6.00 set-up charge

Split destination shipments: No extra charge

Individual item shipments: \$.15 each

F. O. B. point: Warehouse in New York

Personalization: Not available

Type of imprinting: Etching with color fill

Colors of imprinting: Any 4 standard colors

Normal copy limit: 2 1/2" x 1 1/2" area

Extra lines: Not available

Copy charges: \$6.00 each

Proofs: On sample of order \$3.00

Normal packaging: In individual boxes

Special packaging: Gift boxes, \$.10 each

100-299	300-499	500-999	1000-Up	(4R)
1.80	1.65	1.60	1.50	

NESOR "Ace" LIGHTER



Unique new design lighter, flames from either side. Available in chromed satin or gold finish, engraved or cloisonne.

Normal production time: 10 weeks

Less than minimum: \$6.00 set-up charge

Split destination shipments: No extra charge

Individual item shipments: \$.15 each

F. O. B. point: Warehouse in New York

Personalization: \$.50

Normal packaging: In individual boxes

Special packaging: Gift boxes, \$.10 each

Type of imprinting: Engraving or Cloisonne

Colors of imprinting: Engraving 2 colors, Cloisonne 4 colors

Normal copy limit: 2 1/2" x 1 1/2" area

Extra lines: Engraving \$.05 per line

Copy charges: \$6.00 each

Proofs: On sample of order \$3.00

100-499	500-999	1000-Up	(3R)
2.15	2.05	1.95	

NESOR "Double Tank" LIGHTER



Extra large fuel supply lighter, seldom needs refilling. Chrome only, with engraving.

Normal production time: 10 weeks

Less than minimum: \$6.00 set-up charge

Split destination shipments: No extra charge

Individual item shipments: \$.15 each

F. O. B. point: Warehouse in New York

Personalization: \$.50

Type of imprinting: Engraving 2 lines

Colors of imprinting: Any 2 standard colors

Normal copy limit: 2 1/2" x 1 1/2" area

Extra lines: \$.05 per line

Copy charges: \$6.00 each

Proofs: On sample of order \$3.00

Normal packaging: In individual boxes

Special packaging: Gift boxes, \$.10 each

100-499	500-999	1000-Up	(3R)
1.80	1.70	1.60	

**NESOR LIGHTERS ARE
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NEW



NESOR "Color-Etched" 6 FOOT TAPE MEASURE

Brand new, this 6 ft. color-etched tape measure has proven an instant hit. Available in chrome or gold finish, with a gorgeous metallic design on second side.

Normal production time: 5-7 weeks
Less than minimum: Quotation upon request
Shipping weight: 12 lbs. per carton of 100.
Split destination shipments: No extra charge
Individual item shipments: \$.15 each
F. O. B. point: Warehouse in New York

Type of imprinting: Etching with color fill
Colors of imprinting: Any 4 standard colors
Normal copy limit: 1 1/8" x 2" area
Extra lines: No extra charge
Copy changes: \$.60 each
Proofs: On sample of order \$3.00
Normal packaging: In individual cardboard boxes
Special packaging: Gift boxes, \$.10 each

Personalization: Not available

Additional information: Prices include imprinting on one side of Tape, in up to 4 colors.

	100-up	(1R)
Gold	1.35	
Chrome	1.25	



Superb brightly chromed executive ash tray with felt base. Center section is designed to snugly hold our #500 Lighter (See Page 3). Very handsome, the ash tray has two newly designed self-extinguishing cigarette holders. Makes a wonderful companion to our best selling lighter.

Normal production time: 10 days
Less than minimum: \$1.60R
Shipping weight: 12 per carton 6 lbs.
Split destination shipments: No extra charge
Individual item shipments: \$.15 each

Personalization: Not available
F. O. B. point: Warehouse in New York
Normal packaging: In individual cardboard boxes
Special packaging: Gift boxes, \$.15 each

	100-499	500-999	1000-Up	(3R)
ASH TRAY	1.60	1.50	1.40	
#500 LIGHTER (See Page 3)	.95	.90	.85	



NESOR "Adonis" ASH TRAY



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THE NESOR LINE



Fabulously new, the "Beverly" is our latest creation, promising to be an all-time best seller. Handsomely embossed with an antique metallic finish, it's proven to be a top hit. BOTH SIDES are available for embossing copy, trademarks, or company emblem.

NESOR "Beverly" ANTIQUE EMBOSSED LIGHTER

(SEE ORDER INFORMATION BELOW)



The "Beverly" money clip receives a similar smart antique metallic embossing on one side only. Truly novel, a Nesor exclusive!

NESOR "Beverly" ANTIQUE EMBOSSED MONEY CLIP

(SEE ORDER INFORMATION BELOW)

Normal production time: Lighter 10 weeks

Money Clip 8 weeks

Shipping weight: 12 lbs. per carton of 100.

Split destination shipments: No extra charge

Individual item shipments: \$.15 each

F. O. B. point: Warehouse in New York or California (1)

Personalization: Not available

Type of imprinting: Embossing — antique metallic

Normal copy limit: On both sides: 1 1/2" x 2" area (Lighter)

One side: 1 1/8" x 2" area (Money Clip)

Extra lines: No extra charge

Copy charges: \$.60 each

Proofs: On sample of item, \$.60

Normal packaging: In individual cardboard boxes

Special packaging: Gift boxes, \$.15 each

ADVERTISERS' NET PRICES	100-299	300-499	500-999	1000-Up	(4R)
BEVERLY LIGHTER or MONEY CLIP	1.25	1.05	.95	.90	

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